Computer enthusiast Alan Alda uses the ATARI 800XL Computer System. Alda reports: "It's going all the time!"

Introducing the Atari® XL Home Computers: We made them smart enough to know you're only human.

The new ATARI XL Home Computers prove that you can blend state-of-the-art technology with good old fashioned friendliness. What's a friendly computer? For one thing, it's a computer that speaks your language. Both the new ATARI 600XL™ and the new ATARI 800XL™ Computers come with a built-in BASIC language that uses the same simple English you use to converse with the rest of the world.

Press the HELP button, not the panic button.

Every ATARI XL Computer comes with a HELP key. Something you won't find on any other home computer. New programs are becoming available that let you use this key for helpful "prompts" when you're unsure of what to do next. Press another special key and your ATARI XL automatically performs a self-diagnostic check—a feature that can save you a needless trip to one of our more than 1,000 ATARI Service℠ Centers.

The ATARI 600XL: It Gets Smarter As You Do.

With 16K of memory, the inexpensive ATARI 600XL can handle over a thousand programs: including education, home management, word processing and personal development. Like all ATARI Home Computers, it gives you 256 colors, four sound channels and Atari's unsurpassed graphics. But unlike a lot of other computers, the ATARI 600XL is ready to grow when you're ready to grow. Every ATARI XL Computer is fully compatible with every ATARI peripheral ("peripherals" are added on to expand what your computer can do).

ATARI peripherals include: a low-cost, letter-perfect printer for word processing. A telephone modem that lets you use your telephone to connect your computer to other computers thousands of miles away. A disk drive and a cassette recorder to store data. And Trak—Balls™ and joysticks to use with Atari's unequalled lineup of great arcade hits. An ATARI 600 XL Computer can be turned into a very brainy 64K computer at a very affordable price.

The ATARI 800XL: Power Enough For Over 2,000 Programs:

With 64K of built-in memory (as much as the more expensive Apple and IBM computers), the ATARI 800XL can take on any of over 2,000 software programs. That's <u>five times as many</u> as a Commodore 64.

There's VisiCalc®[1] for electronic spreadsheets—faster than the fastest accountant. The Home Filing Manager™ to help keep track of everything from medical records to phonograph records. Family Finances to keep up with your cash flow. Educational programs like "Juggles' Rainbow"[2] that helps preschoolers develop skills necessary for recognizing the alphabet. Even "An Invitation To Programming,"™ for learning how to program.

When You've Got Our Computer, You've Got Our Number.

If you ever find yourself stuck, or have any questions at all, just give us a call. 800-538-8543. (In California, 800-672-1404.) Feel free to talk it over. Because if there's anything friendlier than an ATARI Home Computer, it's the humans who make them so friendly.

You'll do more with Atari Home Computers.